

# Think about it...



## UNDERAGE DRINKING PREVENTION New Year's Eve, 2001





# THINK ABOUT IT...

## THE POWER OF YOUTH

### WHAT ARE THE THINK ABOUT IT... CAMPAIGNS?

In 2001, SADD National entered into a cooperative agreement with NHTSA to develop four campaigns to be used by high school SADD chapters to make young people's lives safer. Intended to combat underage drinking, other drug use, and impaired driving, these campaigns will be launched throughout the year at times when teens are most at risk and most open to hearing positive messages.

**Think About It ... New Year's Eve: The Power of Commitment** will give students the tools to plan exciting all-night, substance-free New Year's Eve celebrations. SADD chapters will take the lead in organizing this activity for their school communities by getting support from parents, teachers, local law enforcement, businesses and the media. This initiative will help students to start the New Year by resolving to be safe and by providing a fun, supervised alternative to potentially dangerous situations.

**Think About It ... Spring Break: The Power of Teamwork** will be launched in schools prior to spring vacations. This effort will feature alternative activities in conjunction with National Youth Service Day. The goal is to emphasize the value of teamwork in promoting safe decision-making and in helping others.

**Think About It ... Summer Waves: The Power of Communication** will launch a nationwide media campaign for the summer months when it can be difficult for SADD chapters to reach teens. Summer Waves will target teens as they take part in a variety of summer activities. By encouraging students to make safe decisions during this unstructured but busy time of year, SADD hopes to reduce the number of summer-time alcohol-related deaths among youth.

**Think About It ... September Startup: The Power of Friendship** will be launched nationally during the last week of September. By emphasizing shared responsibilities among students for their decisions and for the decisions of their friends, this campaign will encourage teens to consider the impact their choices will have on others. This campaign will focus on seat belt awareness, communications with family, and positive peer pressure.

The Power of SADD Power Pledge encourages students to commit to make the following choices for safety:

- Support SADD's No Use Policy for drugs and alcohol
- Never ride with an impaired driver
- Drive safely
- Work as part of a team to spread these messages
- Communicate with friends and family
- Encourage friends to do the same

Rather than telling teens what not to do, the **Think About It ...** campaigns put the responsibility back on teens to learn the facts, make the best decisions, and then help their friends to do the same. SADD believes in the power of young people and their ability to make good, intelligent decisions. SADD encourages everyone to just **Think About It ...**

For more information on this new partnership, please contact Daniella Defilippo, SADD Program Coordinator, at 1-800-877-SADDINC or via e-mail at [danielladefilippo@msn.com](mailto:danielladefilippo@msn.com).





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### NOYS YOUTH CELEBRATE NEW YEARS SAFELY!

The National Organizations for Youth Safety (NOYS) youth representatives developed a special guide for youth to use while planning special celebrations. Any youth group planning to celebrate and expecting to do so in a substance-free environment can order this planner; Make Your Parties Rock...Substance Free, from the National Highway Traffic Safety Administration. The kit has been adapted for use by SADD chapters in their **Think About It...** campaign. SADD is one of more than forty national youth-member and youth-serving organizations that meet regularly to collaborate on national efforts to reduce youth involvement in traffic crashes.

This planner, ordering information and additional ideas for celebrating New Year's Eve safely can be found on the NOYS web site, [www.noys.org](http://www.noys.org). The

more than forty member organizations are also available for advice and additional resources through links on the web site and through e-mail messages to the NOYS web master.

Empowering youth to be a part of the process and the solution, not a part of the problem, is one of the goals of the NOYS coalition. Through leadership training, the development of tools and other resources, and speaking out as advocates for traffic safety issues, NOYS involves youth in all aspects of planning and development.

A tool kit for youth advocacy, Speak Out and Make NOYS, also developed by NOYS youth, can help youth groups understand the most effective and efficient methods of conducting health and safety efforts. This tool kit is also available to order or download through either the NHTSA ([www.nhtsa.dot.gov](http://www.nhtsa.dot.gov)) or the NOYS web sites ([www.noys.org](http://www.noys.org)).





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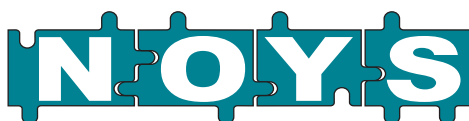
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National Organizations for Youth Safety



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### SADD'S NEW FOUR SEASON NATIONAL CAMPAIGN

Earlier this year, Students Against Destructive Decisions (SADD) entered into a cooperative agreement with the National Highway Traffic Safety Administration (NHTSA) to develop a campaign that will mobilize SADD chapters nationwide during the Winter, Spring, Summer and Fall seasons to promote responsible decision making among America's youth about using alcohol, drugs and driving impaired.

### THE POWER OF AMERICA'S YOUTH

Adopting a social norming approach, the campaign is based on creating positive peer pressure, focused on the reality that most teens obey the law and don't drink, use drugs or drive impaired. The **Think About It ...** campaign is about teens taking a leadership role in working with local traffic safety partners, criminal justice partners and youth safety organizations to educate their peers about the power of young people and their ability to make good, intelligent decisions as well as make a lasting impact in their communities.

### THE POWER OF SADD & NOYS - CREATING COMMUNITY YOUTH LEADERS

SADD is a member of the National Organizations for Youth Safety (NOYS), which represents a coalition of nearly 50 national youth safety organizations, serving more than 11 million youths, all committed to the common goal of promoting safe and healthy behavior among America's young people. The

**Think About It ...** campaign was developed with assistance from NOYS and builds on the coalition's *Speak Out & Make NOYS Project Planner* and the *Make Your Parties Rock – A Guide to Safe and Sober Event Planning*. Utilizing these tools, youth are encouraged to take a leadership role in their communities to develop programs with their State and local officials that have measurable impacts on improving traffic safety and saving lives. For more information on NOYS and these materials, please visit [www.noys.com](http://www.noys.com)

### THE POWER OF A YEAR-ROUND EFFORT

The national campaign efforts will be launched throughout the year at times when teens are most at risk and most open to hearing a positive message.

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**Think About It ... Spring Break: The Power of Teamwork** will be launched in schools prior to spring vacations. This campaign will feature alternative activities in conjunction with National Youth Service Day. The goal of this campaign is to emphasize the value of teamwork in promoting safe decision-making and in helping others.



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**Think About It . . . Summer Waves: The Power of Communication** will launch a nationwide media campaign during the summer months when it can be difficult for SADD chapters to reach teens. Summer Waves will target teens as they take part in a variety of summer activities. By encouraging students to make safe decisions during this unstructured but busy time of year, SADD hopes to reduce the number of summer-time alcohol-related deaths among youth.

**Think About It . . . Back-to-School: The Power of Friendship** will be launched nationally during the last week of September. By emphasizing shared responsibility among students for their decisions and for the decisions of their friends, this campaign will encourage teens to consider the effects their choices will have on others. This campaign will focus on safety belt awareness, communications with family, and positive peer pressure.

## THE POWER OF SADD

The *Power of SADD Power Pledge* encourages students to commit to make the following choices for safety:

- Support SADD's no use policy for drugs and alcohol
- Never ride with an impaired driver
- Drive safely
- Work as part of a team to spread this message
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